Federal City Performing Arts Association
Board of Directors Meeting Minutes

Wednesday, February 21, 1996
2801 M St, NW, Washington, DC

DIRECTORS:	Present:	Cohen, Eadie, Dorr, Gerard, Greenwald, Madigan, Peirce, Perkins, Rosen, Weeks, York.
	Absent:	de Keyser (uninstructed proxy assigned to Weeks); Eadie, Wheeler (no proxies assigned).
STAFF:		Holloway, McClelland, Monell.
GUESTS:		Charlie Merk, Gary Regan.

I. Call to Order

Meeting Called to Order at 7:00 pm by Gerard as Acting President in Wheeler's absence.

II. Approval of Minutes

Minutes from the January 24, 1996, meeting were unavailable in time for action at this meeting. This item was tabled until the March meeting.

III. Business Manager's Report

McClelland presented the Month Seven (January) financials. Significant highlights included:

- FCPAA is still operating above its planned deficit level of $30,000 by approximately $13,000.
- Year-to-date (YTD) expenditures are over budget by almost $5,000.
- YTD revenues are below budget by over $26,000.

Discussion was held regarding our continued revenue shortfalls. It was also noted that our cash position is only positive due to member's Tampa payments. In effect, the organization is using the member's Tampa accounts as a float while it continues to run a significant deficit.

Perkins moved, Dorr seconded, to approve the report as presented.
Unanimous in favor (Madigan not present), report accepted.

IV. GALA V

SCHOLARSHIPS

Dorr presented the Finance Committee's recommendation for matching grants to assist members to get to Tampa. Significant discussion was held regarding approving additional expenditures while running a large deficit. It was noted that numerous fund raisers are scheduled to help offset GALA costs, both for the chorus and members, and other fund raising options were raised. Dorr noted that GALA Festival years have historically been deficit years, and noted again that the organization was overly optimistic about its revenue potential and underestimated all the costs associated with travelling to GALA V. Many members expressed discomfort at continuously approving additional expenses, while also noting that the expenses are justified and necessary.

Dorr moved, Perkins seconded, to create a GALA V Scholarship Program of no more than $3,000 with a maximum grant to any one member of $300. Members receiving the grant would agree to work one day at the GMCW table at the GALA store in Tampa.
Unanimous in favor (Madigan not present). Scholarship program approved.

BENEFIT

Gerard presented a proposal for a Drag Show Benefit for GALA Scholarships for GMCW to be held at Badlands, April 9, 1996. The event will be similar to the Martha's Table benefit last fall, will be hosted by GMCW, and Badlands has agreed to donate door proceeds to us for the evening.

York moved, Dorr seconded, to approve the event and provide an advance of up to $300 to cover advertising costs in the *Blade*.
Unanimous in favor (Madigan not present), event and monetary advance approved.

FUNDRAISING

Monell presented a new donor club proposal (tentatively titled "Family & Friends") to subsidize members' expenses to GALA V. This effort will be targeted at untapped resources to increase our support base. Key points include:

- members voluntarily supply names of potential sponsors;
- one-time mailing with repeat "hits" only with permission of member;
- option of sending letter to fund individual member or GMCW as a whole to TAMPA;
- goal is $20,000 for 1996, $100,000 over five years.

Discussion was held regarding start-up costs, including logo/letterhead design, mailing costs, database creation, account tracking, and corporate donor solicitation. Monell estimated start-up costs to be in the three to five thousand dollar range. Discussion was also held on percentage that should be set aside from each donation to cover program and GMCW overhead costs in general.

Perkins moved, Greenwald seconded, to approve the program as presented with a 25% overhead cost recovery and for Monell to solicit corporate sponsors.
Unanimous in favor (Madigan not present). Program approved.

STAFF TRAVEL

Gerard presented the Executive Committee's recommendation to cover partial travel expenses for staff required to perform official duties while at GALA V. Staff identified as required in Tampa were Music Director, Assistant Music Director, Accompanyist, Choreographer, and Executive Director. Under precedent from previous travel years, the recommended level of reimbursement was airfare and one-half of a double-occupancy room. It was noted that the accompanyist has made other accommodation arrangements and would not need to be reimbursed for that expense.

Discussion was held regarding the organization's support of staff while on required travel. It was noted that at this time the organization does not provide a per diem and only covers partial travel expenses. Some members expressed discomfort with not covering all expenses for required travel but noted that at this time the organization can not afford those costs. It was also expressed that covering all expenses for required travel could be a long term goal as the organization grows.

Greenwald moved, Perkins seconded, to approve up to $2,600 to cover partial expenses for required staff travel to GALA V. FCPAA will cover airfare and half of a double room for the five staff members required to perform offical duties in Tampa.
Unanimous in Favor. Motion carried.

V. Music Director's Report

Holloway reported that the Spring Show is progressing well. Coordination with Joan Cushing is proceeding smoothly and tech-in dates have been finalized with her and her staff. Holloway also reported that he has hired drums and a bass for the show using music department funds not used as expected to date.

Planning for the Summer Showcase concert in July is also proceeding well, according to Holloway's report. He is continuing to coordinate with the other two choruses joining us.

VI. FY 1997 Season - Concert Themes

Holloway presented the Themes and Concepts for the FY97 season for Board consideration, review, and action. His report is referenced here and shall be a part of these minutes as if they were retyped below in their entirety.

Discussion topics included:

- Exchange concerts with Indianapolis in June, 1997. Both choruses would sing in Indianapolis on the 21st and 22nd and in DC on the 28th. One of Indianapolis's small groups may be able to stay in the DC area for a possible benefit performance with us in Rehoboth on the July 4th weekend.
- Informal invitation from Minneapolis for a summer concert there as well. Holloway felt that such a trip was unworkable for the coming year and suggested to the Minneapolis choir work with us for the following year.
- Conceptualization of the second concert (Music & Dance) is more focused on professional dance rather than amateur groups, and the blend and symbiosis between great dance and great music. Possibilities for collaborative work include small professional ensembles and choreography provided in exchange for small groups performing with those groups at a dance performance. The theme is music that is about dance and the illustration of that collaborative mix.
- Multiple options for events, concerts, and paid gigs on Columbus Day weekend (Oct 11-14) due to the Names Project weekend, National PFLAG Conference, GALA Choruses event, HRC gala dinner, and the Cathedral service. Holloway and Monell are exploring a GMCW sponsored concert with Holly Near on that weekend as a major fund raiser for FCPAA. Lizner and the Lincoln have been placed on hold to allow us flexibility while planning the event.
- Suggestion was raised to explore possibility of performing on nights other than the weekend.
- Full utilization of tech sessions as tech and dress rehearsals and have other times scheduled for voicing, blocking, lighting & sound setup, etc.
- Current understanding of the summer concert is as a pride day related concert. In beginning discussion for possible other ideas for future summer concepts, thoughts were expressed as to whether the current conceptualization limits our season ticket holders since one-third of the subscription series is targeted narrowly to the gay male audience. Questions were raised as to cause and effect of the pride concert vis-a-vis attendance. Others expressed the thoughts that even still, there is a large, untapped gay audience that we are not reaching. These issues should be funnelled back into the long range planning various groups are undertaking.
- Move the spring concert from March 29/30 to April 6th weekend to avoid Easter.
- Chamber Choir concert in November, and Let Us Entertain You concert in February.

Rosen moved, Perkins seconded, to approve the themes and concepts proposed by Holloway for the FY 1997 Season.
Unanimous vote in favor (York not present). Motion carried.

VII. Executive Director's Report

Monell reported that as authorized, the Executive Committee executed a lease with One to One for office space at 2801 M St, NW for $260.36/month. Other items on which Monell is progressing include:

- marketing Potomac Fever for more paid gigs;
- raising funding for GALA Festival V in Tampa;
- increasing CD sales;
- evaluating the pursuit of NEA grants;
- planning and proposing a headliner concert with Holly Near as a fund raiser;
- wholesaling surplus tickets (those in the house above budgeted sales);
- merchandising products for GALA Festival V;
- fall retreat site application (due in another month);
- completing the Officers & Director's Liability Insurance (estimate at $5,000); and
- external relations with the Victory Fund, Dignity, and Potomac Executive Network.

Discussion was held regarding the need for a second computer for the organization for the office of the Executive Director. General concurrence was quickly obtained regarding the need, and Madigan presented an option for Board review. The computer package presented runs both Macintosh and IBM-clone software and was available at a reduced rate for a limited time with a full return policy, and is therefore on its way for review. Madigan explained that the Board is under no obligation to purchase the computer if it does not work out within thirty days.

Greenwald moved, Cohen seconded, to authorize Monell to purchase an office computer (not to exceed $5,500) after satisfactory evaluation by Monell and Madigan.
Unanimous in favor. Motion carried.

VIII. Report from the FY 1997 Planning Session

Monell reported that the planning session went very well and that another meeting is scheduled for March 3rd at 4:00 for membership issues. Various committees will receive the recommendations from these sessions for their consideration during budget preparation during April.

IX. New Business

- Gerard informed the Board that due to Wheeler's travel schedule, the regular March Board meeting will be moved to the 19th, at 7:00pm.
- Dorr informed the Board that Saturday, April 20th, the Board will hold a day-long retreat for FY 1997 budget preparation.

X. Adjournment

There being no further business,

Perkins moved, Rosen seconded, to adjourn the meeting.
Unanimous in favor. Meeting adjourned at 9:47 pm.

Respectfully submitted,
Jeffrey R. Peirce, Secretary, FCPAA